FOCUS EARNINGS POTENTIAL

Account Name	North Jersey Tobacco
Estimated Industry Shipments (12m Case Equivalents)	8,144
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,075
RJR SOM (current est.) (Example: .345 = 34.5%)	13.2%

RJR Product Mix :

Full Pri	87%
Savings	13%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$2,228	$250	$2,477
Maintain to 0.5% increase	$6,989	$696	$7,685
0.6 to 1.0% increase	$7,848	$722	$8,569
1.1 to 1.5% increase	$8,749	$840	$9,589
1.6 to 2.0% increase	$9,693	$869	$10,562
2.1 to 2.5% increase	$10,679	$997	$11,676
2.6 to 3.0% increase	$11,708	$1,029	$12,737
3.1 to 3.5% increase	$12,779	$1,167	$13,946
3.6 to 4.0% increase	$13,893	$1,202	$15,095
4.1 to 4.5% increase	$15,049	$1,349	$16,398
4.6 to 5.0% increase	$16,248	$1,387	$17,635
5.1 to 5.5% increase	$17,489	$1,544	$19,033
5.6 to 6.0% increase	$18,773	$1,586	$20,359
6.1%+ increase	$19,691	$1,716	$21,408

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-19	64,011
Maintain to 0.5% increase	94	66,943
0.6 to 1.0% increase	188	69,386
1.1 to 1.5% increase	282	71,830
1.6 to 2.0% increase	376	74,273
2.1 to 2.5% increase	470	76,716
2.6 to 3.0% increase	564	79,159
3.1 to 3.5% increase	658	81,602
3.6 to 4.0% increase	752	84,045
4.1 to 4.5% increase	846	86,489
4.6 to 5.0% increase	940	88,932
5.1 to 5.5% increase	1,034	91,375
5.6 to 6.0% increase	1,128	93,818
6.1%+ increase	1,146	94,307

51856 0415

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	John Bricks Inc.	
Estimated Industry Shipments (12m Case Equivalents)	5,925	
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,108	
RJR SOM (current est.) (Example: .345 = 34.5%)	18.7%	

RJR Product Mix :

Full Pri	77%
Savings	23%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$2,037	$456	$2,493
Maintain to 0.5% increase	$6,307	$1,256	$7,563
0.6 to 1.0% increase	$7,011	$1,289	$8,299
1.1 to 1.5% increase	$7,741	$1,487	$9,228
1.6 to 2.0% increase	$8,500	$1,523	$10,023
2.1 to 2.5% increase	$9,285	$1,733	$11,019
2.6 to 3.0% increase	$10,098	$1,774	$11,873
3.1 to 3.5% increase	$10,939	$1,997	$12,935
3.6 to 4.0% increase	$11,806	$2,042	$13,848
4.1 to 4.5% increase	$12,702	$2,276	$14,978
4.6 to 5.0% increase	$13,624	$2,325	$15,950
5.1 to 5.5% increase	$14,574	$2,572	$17,146
5.6 to 6.0% increase	$15,551	$2,626	$18,177
6.1%+ increase	$16,293	$2,839	$19,132

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-14	66,124
Maintain to 0.5% increase	68	68,258
0.6 to 1.0% increase	137	70,035
1.1 to 1.5% increase	205	71,813
1.6 to 2.0% increase	273	73,590
2.1 to 2.5% increase	342	75,368
2.6 to 3.0% increase	410	77,145
3.1 to 3.5% increase	479	78,923
3.6 to 4.0% increase	547	80,700
4.1 to 4.5% increase	615	82,478
4.6 to 5.0% increase	684	84,255
5.1 to 5.5% increase	752	86,033
5.6 to 6.0% increase	820	87,810
6.1%+ increase	834	88,166

51856 0416

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Middlesex Tobacco
Estimated Industry Shipments (12m Case Equivalents)	25,130
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	3,870
RJR SOM (current est.) (Example: .345 = 34.5%)	15.4%

RJR Product Mix :

Full Pri	80%
Savings	20%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$7,354	$1,405	$8,759
Maintain to 0.5% increase	$22,929	$3,893	$26,822
0.6 to 1.0% increase	$25,620	$4,016	$29,636
1.1 to 1.5% increase	$28,432	$4,656	$33,088
1.6 to 2.0% increase	$31,365	$4,793	$36,158
2.1 to 2.5% increase	$34,417	$5,479	$39,896
2.6 to 3.0% increase	$37,590	$5,632	$43,221
3.1 to 3.5% increase	$40,882	$6,363	$47,246
3.6 to 4.0% increase	$44,295	$6,532	$50,827
4.1 to 4.5% increase	$47,828	$7,309	$55,137
4.6 to 5.0% increase	$51,481	$7,493	$58,974
5.1 to 5.5% increase	$55,255	$8,316	$63,571
5.6 to 6.0% increase	$59,148	$8,515	$67,663
6.1%+ increase	$62,008	$9,213	$71,221

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-58	230,692
Maintain to 0.5% increase	290	239,739
0.6 to 1.0% increase	580	247,278
1.1 to 1.5% increase	870	254,817
1.6 to 2.0% increase	1,160	262,356
2.1 to 2.5% increase	1,450	269,895
2.6 to 3.0% increase	1,740	277,434
3.1 to 3.5% increase	2,030	284,973
3.6 to 4.0% increase	2,320	292,512
4.1 to 4.5% increase	2,610	300,051
4.6 to 5.0% increase	2,900	307,590
5.1 to 5.5% increase	3,190	315,129
5.6 to 6.0% increase	3,480	322,668
6.1%+ increase	3,538	324,175

51856 0417

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Resnick Dist.		
Estimated Industry Shipments (12m Case Equivalents)	26,063		
		RJR Product Mix :	
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	4,118	**Full Pri**	81%
		Savings	19%
RJR SOM (current est.) (Example: .345 = 34.5%)	15.8%	Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$7,955	$1,399	$9,354
Maintain to 0.5% increase	$24,776	$3,874	$28,651
0.6 to 1.0% increase	$27,664	$3,993	$31,658
1.1 to 1.5% increase	$30,679	$4,626	$35,305
1.6 to 2.0% increase	$33,820	$4,760	$38,580
2.1 to 2.5% increase	$37,088	$5,437	$42,526
2.6 to 3.0% increase	$40,483	$5,586	$46,069
3.1 to 3.5% increase	$44,004	$6,308	$50,312
3.6 to 4.0% increase	$47,652	$6,471	$54,124
4.1 to 4.5% increase	$51,427	$7,238	$58,665
4.6 to 5.0% increase	$55,328	$7,416	$62,745
5.1 to 5.5% increase	$59,356	$8,227	$67,584
5.6 to 6.0% increase	$63,511	$8,420	$71,932
6.1%+ increase	$66,576	$9,110	$75,686

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-60	245,516
Maintain to 0.5% increase	301	254,899
0.6 to 1.0% increase	601	262,718
1.1 to 1.5% increase	902	270,537
1.6 to 2.0% increase	1,203	278,356
2.1 to 2.5% increase	1,504	286,175
2.6 to 3.0% increase	1,804	293,994
3.1 to 3.5% increase	2,105	301,813
3.6 to 4.0% increase	2,406	309,632
4.1 to 4.5% increase	2,707	317,451
4.6 to 5.0% increase	3,007	325,270
5.1 to 5.5% increase	3,308	333,089
5.6 to 6.0% increase	3,609	340,908
6.1%+ increase	3,669	342,472

51856 0418

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	C. A. Burke
Estimated Industry Shipments (12m Case Equivalents)	11,413
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,712
RJR SOM (current est.) (Example: .345 = 34.5%)	15.0%

RJR Product Mix :

Full Pri	86%
Savings	15%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$3,490	$444	$3,933
Maintain to 0.5% increase	$10,890	$1,231	$12,122
0.6 to 1.0% increase	$12,178	$1,271	$13,449
1.1 to 1.5% increase	$13,525	$1,475	$15,000
1.6 to 2.0% increase	$14,930	$1,519	$16,450
2.1 to 2.5% increase	$16,394	$1,738	$18,132
2.6 to 3.0% increase	$17,916	$1,787	$19,704
3.1 to 3.5% increase	$19,497	$2,021	$21,518
3.6 to 4.0% increase	$21,137	$2,075	$23,212
4.1 to 4.5% increase	$22,835	$2,324	$25,158
4.6 to 5.0% increase	$24,591	$2,383	$26,974
5.1 to 5.5% increase	$26,406	$2,646	$29,052
5.6 to 6.0% increase	$28,280	$2,711	$30,991
6.1%+ increase	$29,650	$2,933	$32,583

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-26	102,035
Maintain to 0.5% increase	132	106,144
0.6 to 1.0% increase	263	109,568
1.1 to 1.5% increase	395	112,992
1.6 to 2.0% increase	527	116,416
2.1 to 2.5% increase	658	119,840
2.6 to 3.0% increase	790	123,264
3.1 to 3.5% increase	922	126,688
3.6 to 4.0% increase	1,054	130,112
4.1 to 4.5% increase	1,185	133,536
4.6 to 5.0% increase	1,317	136,960
5.1 to 5.5% increase	1,449	140,384
5.6 to 6.0% increase	1,580	143,808
6.1%+ increase	1,607	144,493

51856 0419

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Consolidated Simon Dist.
Estimated Industry Shipments (12m Case Equivalents)	15,645
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	3,348
RJR SOM (current est.) (Example: .345 = 34.5%)	21.4%

RJR Product Mix :

Full Pri	69%
Savings	31%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$5,518	$1,859	$7,378
Maintain to 0.5% increase	$17,021	$5,098	$22,120
0.6 to 1.0% increase	$18,861	$5,215	$24,076
1.1 to 1.5% increase	$20,765	$5,997	$26,763
1.6 to 2.0% increase	$22,734	$6,128	$28,863
2.1 to 2.5% increase	$24,768	$6,955	$31,723
2.6 to 3.0% increase	$26,866	$7,100	$33,967
3.1 to 3.5% increase	$29,030	$7,970	$37,000
3.6 to 4.0% increase	$31,258	$8,130	$39,388
4.1 to 4.5% increase	$33,551	$9,044	$42,595
4.6 to 5.0% increase	$35,908	$9,219	$45,127
5.1 to 5.5% increase	$38,331	$10,176	$48,507
5.6 to 6.0% increase	$40,818	$10,365	$51,183
6.1%+ increase	$42,748	$11,203	$53,951

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-36	199,941
Maintain to 0.5% increase	181	205,573
0.6 to 1.0% increase	361	210,267
1.1 to 1.5% increase	542	214,960
1.6 to 2.0% increase	722	219,654
2.1 to 2.5% increase	903	224,347
2.6 to 3.0% increase	1,083	229,041
3.1 to 3.5% increase	1,264	233,734
3.6 to 4.0% increase	1,444	238,428
4.1 to 4.5% increase	1,625	243,121
4.6 to 5.0% increase	1,805	247,815
5.1 to 5.5% increase	1,986	252,508
5.6 to 6.0% increase	2,166	257,201
6.1%+ Increase	2,202	258,140

51856 0420

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	King Vending
Estimated Industry Shipments (12m Case Equivalents)	6,515
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	873
RJR SOM (current est.) (Example: .345 = 34.5%)	13.4%

RJR Product Mix :

Full Pri	78%
Savings	22%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$1,622	$343	$1,965
Maintain to 0.5% increase	$5,086	$956	$6,042
0.6 to 1.0% increase	$5,708	$991	$6,698
1.1 to 1.5% increase	$6,360	$1,153	$7,513
1.6 to 2.0% increase	$7,043	$1,192	$8,235
2.1 to 2.5% increase	$7,757	$1,367	$9,124
2.6 to 3.0% increase	$8,501	$1,410	$9,911
3.1 to 3.5% increase	$9,275	$1,599	$10,874
3.6 to 4.0% increase	$10,080	$1,646	$11,726
4.1 to 4.5% increase	$10,915	$1,847	$12,763
4.6 to 5.0% increase	$11,781	$1,899	$13,680
5.1 to 5.5% increase	$12,678	$2,113	$14,791
5.6 to 6.0% increase	$13,605	$2,169	$15,773
6.1%+ increase	$14,269	$2,348	$16,617

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-15	51,989
Maintain to 0.5% increase	75	54,334
0.6 to 1.0% increase	150	56,289
1.1 to 1.5% increase	226	58,243
1.6 to 2.0% increase	301	60,198
2.1 to 2.5% increase	376	62,152
2.6 to 3.0% increase	451	64,107
3.1 to 3.5% increase	526	66,061
3.6 to 4.0% increase	601	68,016
4.1 to 4.5% increase	677	69,970
4.6 to 5.0% increase	752	71,925
5.1 to 5.5% increase	827	73,879
5.6 to 6.0% increase	902	75,834
6.1%+ increase	917	76,225

51856 0421

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Irvington Tobacco
Estimated Industry Shipments (12m Case Equivalents)	8,737
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,162
RJR SOM (current est.) (Example: .345 = 34.5%)	13.3%

RJR Product Mix :

Full Pri	87%
Savings	13%
Total	100%

PLAN B

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
Maintain to 0.5% increase	$5,058	$456	$5,514
0.6 to 1.0% increase	$5,897	$472	$6,369
1.1 to 1.5% increase	$6,781	$587	$7,367
1.6 to 2.0% increase	$7,711	$606	$8,317
2.1 to 2.5% increase	$8,687	$731	$9,417
2.6 to 3.0% increase	$9,708	$754	$10,462
3.1 to 3.5% increase	$10,776	$888	$11,664
3.6 to 4.0% increase	$11,889	$914	$12,803
4.1 to 4.5% increase	$13,048	$1,058	$14,107
4.6 to 5.0% increase	$14,253	$1,088	$15,341
5.1 to 5.5% increase	$15,504	$1,242	$16,746
5.6 to 6.0% increase	$16,801	$1,275	$18,076
6.1%+ increase	$17,777	$1,410	$19,186

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-20	69,196
Maintain to 0.5% increase	101	72,341
0.6 to 1.0% increase	202	74,962
1.1 to 1.5% increase	302	77,583
1.6 to 2.0% increase	403	80,204
2.1 to 2.5% increase	504	82,825
2.6 to 3.0% increase	605	85,446
3.1 to 3.5% increase	706	88,067
3.6 to 4.0% increase	806	90,688
4.1 to 4.5% increase	907	93,309
4.6 to 5.0% increase	1,008	95,931
5.1 to 5.5% increase	1,109	98,552
5.6 to 6.0% increase	1,210	101,173
6.1%+ increase	1,230	101,697

51856 0422

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Irvington Tobacco
Estimated Industry Shipments (12m Case Equivalents)	8,737
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,162
RJR SOM (current est.) (Example: .345 = 34.5%)	13.3%

RJR Product Mix :

Full Pri	87%
Savings	13%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$2,419	$262	$2,681
Maintain to 0.5% increase	$7,587	$729	$8,316
0.6 to 1.0% increase	$8,517	$756	$9,273
1.1 to 1.5% increase	$9,493	$880	$10,373
1.6 to 2.0% increase	$10,515	$910	$11,424
2.1 to 2.5% increase	$11,582	$1,044	$12,626
2.6 to 3.0% increase	$12,696	$1,077	$13,772
3.1 to 3.5% increase	$13,855	$1,221	$15,075
3.6 to 4.0% increase	$15,060	$1,257	$16,317
4.1 to 4.5% increase	$16,310	$1,411	$17,721
4.6 to 5.0% increase	$17,607	$1,450	$19,058
5.1 to 5.5% increase	$18,949	$1,614	$20,564
5.6 to 6.0% increase	$20,338	$1,657	$21,995
6.1%+ increase	$21,332	$1,794	$23,126

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-20	69,196
Maintain to 0.5% increase	101	72,341
0.6 to 1.0% increase	202	74,962
1.1 to 1.5% increase	302	77,583
1.6 to 2.0% increase	403	80,204
2.1 to 2.5% increase	504	82,825
2.6 to 3.0% increase	605	85,446
3.1 to 3.5% increase	706	88,067
3.6 to 4.0% increase	806	90,688
4.1 to 4.5% increase	907	93,309
4.6 to 5.0% increase	1,008	95,931
5.1 to 5.5% increase	1,109	98,552
5.6 to 6.0% increase	1,210	101,173
6.1%+ increase	1,230	101,697

51856 0423

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	M. Bernstein
Estimated Industry Shipments (12m Case Equivalents)	18,522
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	2,482
RJR SOM (current est.) (Example: .345 = 34.5%)	13.4%

RJR Product Mix :

Full Pri	90%
Savings	10%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$5,333	$435	$5,767
Maintain to 0.5% increase	$16,721	$1,211	$17,932
0.6 to 1.0% increase	$18,766	$1,255	$20,020
1.1 to 1.5% increase	$20,911	$1,461	$22,371
1.6 to 2.0% increase	$23,156	$1,510	$24,666
2.1 to 2.5% increase	$25,502	$1,732	$27,234
2.6 to 3.0% increase	$27,948	$1,786	$29,734
3.1 to 3.5% increase	$30,494	$2,025	$32,519
3.6 to 4.0% increase	$33,140	$2,085	$35,225
4.1 to 4.5% increase	$35,887	$2,339	$38,226
4.6 to 5.0% increase	$38,734	$2,405	$41,139
5.1 to 5.5% increase	$41,681	$2,676	$44,357
5.6 to 6.0% increase	$44,728	$2,747	$47,475
6.1%+ increase	$46,914	$2,973	$49,887

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-43	147,809
Maintain to 0.5% increase	214	154,477
0.6 to 1.0% increase	427	160,033
1.1 to 1.5% increase	641	165,590
1.6 to 2.0% increase	855	171,147
2.1 to 2.5% increase	1,069	176,704
2.6 to 3.0% increase	1,282	182,260
3.1 to 3.5% increase	1,496	187,817
3.6 to 4.0% increase	1,710	193,374
4.1 to 4.5% increase	1,923	198,930
4.6 to 5.0% increase	2,137	204,487
5.1 to 5.5% increase	2,351	210,044
5.6 to 6.0% increase	2,565	215,601
6.1%+ increase	2,607	216,712

51856 0424

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Glikin Bros
Estimated Industry Shipments (12m Case Equivalents)	10,638
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,351
RJR SOM (current est.) (Example: .345 = 34.5%)	12.7%

RJR Product Mix :

Full Pri	92%
Savings	9%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$2,943	$205	$3,149
Maintain to 0.5% increase	$9,251	$573	$9,824
0.6 to 1.0% increase	$10,401	$595	$10,996
1.1 to 1.5% increase	$11,610	$693	$12,304
1.6 to 2.0% increase	$12,878	$718	$13,595
2.1 to 2.5% increase	$14,203	$825	$15,028
2.6 to 3.0% increase	$15,587	$852	$16,439
3.1 to 3.5% increase	$17,030	$967	$17,997
3.6 to 4.0% increase	$18,531	$997	$19,527
4.1 to 4.5% increase	$20,090	$1,120	$21,210
4.6 to 5.0% increase	$21,708	$1,152	$22,860
5.1 to 5.5% increase	$23,384	$1,284	$24,668
5.6 to 6.0% increase	$25,118	$1,319	$26,437
6.1%+ increase	$26,351	$1,428	$27,779

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-25	80,422
Maintain to 0.5% increase	123	84,251
0.6 to 1.0% increase	245	87,443
1.1 to 1.5% increase	368	90,634
1.6 to 2.0% increase	491	93,825
2.1 to 2.5% increase	614	97,017
2.6 to 3.0% increase	736	100,208
3.1 to 3.5% increase	859	103,399
3.6 to 4.0% increase	982	106,591
4.1 to 4.5% increase	1,105	109,782
4.6 to 5.0% increase	1,227	112,973
5.1 to 5.5% increase	1,350	116,165
5.6 to 6.0% increase	1,473	119,356
6.1%+ increase	1,497	119,994

51856 0425

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	B. Eisler Co.
Estimated Industry Shipments (12m Case Equivalents)	3,600
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	504
RJR SOM (current est.) (Example: .345 = 34.5%)	14.0%

RJR Product Mix :

Full Pri	80%
Savings	20%
Total	100%

PLAN B

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
Maintain to 0.5% increase	$1,999	$316	$2,316
0.6 to 1.0% increase	$2,327	$327	$2,654
1.1 to 1.5% increase	$2,672	$406	$3,077
1.6 to 2.0% increase	$3,034	$419	$3,453
2.1 to 2.5% increase	$3,413	$504	$3,917
2.6 to 3.0% increase	$3,809	$519	$4,329
3.1 to 3.5% increase	$4,223	$611	$4,834
3.6 to 4.0% increase	$4,654	$628	$5,282
4.1 to 4.5% increase	$5,102	$726	$5,829
4.6 to 5.0% increase	$5,567	$746	$6,314
5.1 to 5.5% increase	$6,050	$851	$6,901
5.6 to 6.0% increase	$6,550	$873	$7,423
6.1%+ increase	$6,929	$965	$7,894

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-8	30,024
Maintain to 0.5% increase	42	31,320
0.6 to 1.0% increase	83	32,400
1.1 to 1.5% increase	125	33,480
1.6 to 2.0% increase	166	34,560
2.1 to 2.5% increase	208	35,640
2.6 to 3.0% increase	249	36,720
3.1 to 3.5% increase	291	37,800
3.6 to 4.0% increase	332	38,880
4.1 to 4.5% increase	374	39,960
4.6 to 5.0% increase	415	41,040
5.1 to 5.5% increase	457	42,120
5.6 to 6.0% increase	498	43,200
6.1%+ increase	507	43,416

51856 0426

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	B. Eisler Co.
Estimated Industry Shipments (12m Case Equivalents)	3,600
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	504
RJR SOM (current est.) (Example: .345 = 34.5%)	14.0%

RJR Product Mix :

Full Pri	80%
Savings	20%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$958	$182	$1,140
Maintain to 0.5% increase	$2,999	$506	$3,505
0.6 to 1.0% increase	$3,361	$524	$3,885
1.1 to 1.5% increase	$3,740	$609	$4,349
1.6 to 2.0% increase	$4,137	$628	$4,765
2.1 to 2.5% increase	$4,551	$720	$5,270
2.6 to 3.0% increase	$4,981	$742	$5,723
3.1 to 3.5% increase	$5,430	$840	$6,270
3.6 to 4.0% increase	$5,895	$864	$6,759
4.1 to 4.5% increase	$6,378	$969	$7,346
4.6 to 5.0% increase	$6,877	$995	$7,872
5.1 to 5.5% increase	$7,395	$1,106	$8,501
5.6 to 6.0% increase	$7,929	$1,134	$9,063
6.1%+ increase	$8,315	$1,228	$9,543

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-8	30,024
Maintain to 0.5% increase	42	31,320
0.6 to 1.0% increase	83	32,400
1.1 to 1.5% increase	125	33,480
1.6 to 2.0% increase	166	34,560
2.1 to 2.5% increase	208	35,640
2.6 to 3.0% increase	249	36,720
3.1 to 3.5% increase	291	37,800
3.6 to 4.0% increase	332	38,880
4.1 to 4.5% increase	374	39,960
4.6 to 5.0% increase	415	41,040
5.1 to 5.5% increase	457	42,120
5.6 to 6.0% increase	498	43,200
6.1%+ increase	507	43,416

51856 0427

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Peter P. Dennis
Estimated Industry Shipments (12m Case Equivalents)	5,318
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,069
RJR SOM (current est.) (Example: .345 = 34.5%)	20.1%

RJR Product Mix :

Full Pri	72%
Savings	28%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$1,838	$536	$2,374
Maintain to 0.5% Increase	$5,680	$1,472	$7,152
0.6 to 1.0% increase	$6,302	$1,508	$7,810
1.1 to 1.5% increase	$6,948	$1,737	$8,685
1.6 to 2.0% increase	$7,616	$1,777	$9,394
2.1 to 2.5% increase	$8,308	$2,019	$10,327
2.6 to 3.0% increase	$9,022	$2,064	$11,086
3.1 to 3.5% increase	$9,760	$2,320	$12,080
3.6 to 4.0% increase	$10,520	$2,369	$12,889
4.1 to 4.5% increase	$11,304	$2,638	$13,942
4.6 to 5.0% increase	$12,110	$2,691	$14,802
5.1 to 5.5% increase	$12,940	$2,974	$15,913
5.6 to 6.0% increase	$13,792	$3,032	$16,824
6.1%+ increase	$14,447	$3,277	$17,724

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-12	63,821
Maintain to 0.5% increase	61	65,736
0.6 to 1.0% increase	123	67,331
1.1 to 1.5% increase	184	68,927
1.6 to 2.0% increase	245	70,522
2.1 to 2.5% increase	307	72,118
2.6 to 3.0% increase	368	73,713
3.1 to 3.5% increase	430	75,309
3.6 to 4.0% increase	491	76,904
4.1 to 4.5% increase	552	78,500
4.6 to 5.0% increase	614	80,095
5.1 to 5.5% increase	675	81,691
5.6 to 6.0% increase	736	83,286
6.1%+ increase	749	83,605

51856 0428

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Eisler Co. Inc.
Estimated Industry Shipments (12m Case Equivalents)	7,108
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,052
RJR SOM (current est.) (Example: .345 = 34.5%)	14.8%

RJR Product Mix :

Full Pri	86%
Savings	14%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$2,157	$263	$2,420
Maintain to 0.5% increase	$6,734	$731	$7,465
0.6 to 1.0% increase	$7,534	$755	$8,288
1.1 to 1.5% increase	$8,370	$876	$9,246
1.6 to 2.0% increase	$9,243	$903	$10,146
2.1 to 2.5% increase	$10,152	$1,033	$11,185
2.6 to 3.0% increase	$11,099	$1,063	$12,162
3.1 to 3.5% increase	$12,082	$1,202	$13,284
3.6 to 4.0% increase	$13,101	$1,235	$14,336
4.1 to 4.5% increase	$14,158	$1,383	$15,540
4.6 to 5.0% increase	$15,251	$1,419	$16,669
5.1 to 5.5% increase	$16,380	$1,576	$17,956
5.6 to 6.0% increase	$17,547	$1,615	$19,161
6.1%+ increase	$18,398	$1,747	$20,145

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-16	62,694
Maintain to 0.5% Increase	82	65,252
0.6 to 1.0% increase	164	67,385
1.1 to 1.5% increase	246	69,517
1.6 to 2.0% increase	328	71,650
2.1 to 2.5% increase	410	73,782
2.6 to 3.0% increase	492	75,915
3.1 to 3.5% increase	574	78,047
3.6 to 4.0% increase	656	80,179
4.1 to 4.5% increase	738	82,312
4.6 to 5.0% increase	820	84,444
5.1 to 5.5% increase	902	86,577
5.6 to 6.0% increase	984	88,709
6.1%+ increase	1,001	89,136

51856 0429

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	United Tobacco
Estimated Industry Shipments (12m Case Equivalents)	14,906
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,893
RJR SOM (current est.) (Example: .345 = 34.5%)	12.7%

RJR Product Mix :

Full Pri	88%
Savings	12%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$3,967	$406	$4,372
Maintain to 0.5% increase	$12,466	$1,133	$13,600
0.6 to 1.0% increase	$14,017	$1,176	$15,193
1.1 to 1.5% increase	$15,646	$1,372	$17,017
1.6 to 2.0% increase	$17,354	$1,420	$18,773
2.1 to 2.5% increase	$19,140	$1,631	$20,771
2.6 to 3.0% increase	$21,005	$1,685	$22,690
3.1 to 3.5% increase	$22,949	$1,912	$24,862
3.6 to 4.0% increase	$24,972	$1,971	$26,943
4.1 to 4.5% increase	$27,073	$2,215	$29,288
4.6 to 5.0% increase	$29,253	$2,279	$31,533
5.1 to 5.5% increase	$31,512	$2,539	$34,051
5.6 to 6.0% increase	$33,849	$2,609	$36,458
6.1%+ increase	$35,510	$2,825	$38,335

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-34	112,686
Maintain to 0.5% increase	172	118,052
0.6 to 1.0% increase	344	122,523
1.1 to 1.5% increase	516	126,995
1.6 to 2.0% increase	688	131,467
2.1 to 2.5% increase	860	135,938
2.6 to 3.0% increase	1,032	140,410
3.1 to 3.5% increase	1,204	144,882
3.6 to 4.0% increase	1,376	149,353
4.1 to 4.5% increase	1,548	153,825
4.6 to 5.0% increase	1,720	158,297
5.1 to 5.5% increase	1,892	162,768
5.6 to 6.0% increase	2,064	167,240
6.1%+ increase	2,098	168,134

51856 0430

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Morris County Tobacco		
Estimated Industry Shipments (12m Case Equivalents)	3,411		
		RJR Product Mix :	
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	614	**Full Pri**	73%
		Savings	27%
RJR SOM (current est.) (Example: .345 = 34.5%)	18.0%	**Total**	100%

PLAN B

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
Maintain to 0.5% increase	$2,211	$511	$2,722
0.6 to 1.0% increase	$2,555	$525	$3,080
1.1 to 1.5% increase	$2,913	$647	$3,560
1.6 to 2.0% increase	$3,287	$663	$3,950
2.1 to 2.5% increase	$3,675	$793	$4,468
2.6 to 3.0% increase	$4,079	$812	$4,891
3.1 to 3.5% increase	$4,497	$950	$5,448
3.6 to 4.0% increase	$4,930	$973	$5,903
4.1 to 4.5% increase	$5,379	$1,119	$6,498
4.6 to 5.0% increase	$5,842	$1,144	$6,986
5.1 to 5.5% increase	$6,320	$1,299	$7,619
5.6 to 6.0% increase	$6,813	$1,326	$8,139
6.1%+ increase	$7,201	$1,465	$8,666

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-8	36,635
Maintain to 0.5% increase	39	37,863
0.6 to 1.0% increase	79	38,887
1.1 to 1.5% increase	118	39,910
1.6 to 2.0% increase	157	40,933
2.1 to 2.5% increase	197	41,957
2.6 to 3.0% increase	236	42,980
3.1 to 3.5% increase	276	44,003
3.6 to 4.0% increase	315	45,027
4.1 to 4.5% increase	354	46,050
4.6 to 5.0% increase	394	47,073
5.1 to 5.5% increase	433	48,097
5.6 to 6.0% increase	472	49,120
6.1%+ increase	480	49,325

51856 0431

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Morris County Tobacco
Estimated Industry Shipments (12m Case Equivalents)	3,411
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	614
RJR SOM (current est.) (Example: .345 = 34.5%)	18.0%

RJR Product Mix :

Full Pri	73%
Savings	27%
Total	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$1,070	$297	$1,366
Maintain to 0.5% increase	$3,317	$818	$4,135
0.6 to 1.0% increase	$3,690	$840	$4,530
1.1 to 1.5% increase	$4,079	$970	$5,049
1.6 to 2.0% increase	$4,482	$995	$5,477
2.1 to 2.5% increase	$4,901	$1,133	$6,033
2.6 to 3.0% increase	$5,334	$1,160	$6,494
3.1 to 3.5% increase	$5,782	$1,307	$7,089
3.6 to 4.0% increase	$6,245	$1,337	$7,582
4.1 to 4.5% increase	$6,723	$1,492	$8,215
4.6 to 5.0% increase	$7,216	$1,525	$8,742
5.1 to 5.5% increase	$7,724	$1,688	$9,413
5.6 to 6.0% increase	$8,247	$1,724	$9,971
6.1%+ increase	$8,642	$1,864	$10,506

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-8	36,635
Maintain to 0.5% increase	39	37,863
0.6 to 1.0% increase	79	38,887
1.1 to 1.5% increase	118	39,910
1.6 to 2.0% increase	157	40,933
2.1 to 2.5% increase	197	41,957
2.6 to 3.0% increase	236	42,980
3.1 to 3.5% increase	276	44,003
3.6 to 4.0% increase	315	45,027
4.1 to 4.5% increase	354	46,050
4.6 to 5.0% increase	394	47,073
5.1 to 5.5% increase	433	48,097
5.6 to 6.0% increase	472	49,120
6.1%+ increase	480	49,325

51856 0432

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000

FOCUS EARNINGS POTENTIAL

Account Name	Paterson Tobacco		
Estimated Industry Shipments (12m Case Equivalents)	10,440		
Last Six Months RJR Shipments (Input as 12m Case Equivalents)	1,827	**RJR Product Mix :**	
		Full Pri	76%
		Savings	24%
RJR SOM (current est.) (Example: .345 = 34.5%)	17.5%	**Total**	100%

PLAN A

TOTAL RJR SOM RANGES	FULL PRICE	SAVINGS	TOTAL
(-0.1% / below) (PLAN A ONLY)	$3,313	$785	$4,098
Maintain to 0.5% increase	$10,283	$2,165	$12,448
0.6 to 1.0% increase	$11,449	$2,225	$13,674
1.1 to 1.5% increase	$12,663	$2,571	$15,234
1.6 to 2.0% increase	$13,925	$2,638	$16,563
2.1 to 2.5% increase	$15,234	$3,007	$18,241
2.6 to 3.0% increase	$16,591	$3,082	$19,673
3.1 to 3.5% increase	$17,995	$3,473	$21,468
3.6 to 4.0% increase	$19,447	$3,555	$23,003
4.1 to 4.5% increase	$20,947	$3,969	$24,916
4.6 to 5.0% increase	$22,494	$4,059	$26,553
5.1 to 5.5% increase	$24,089	$4,495	$28,584
5.6 to 6.0% increase	$25,731	$4,593	$30,324
6.1%+ increase	$26,964	$4,967	$31,931

Number of RJR Cartons Needed to Sell

TOTAL RJR SOM RANGES	Additional per Week	6 Month Total
(-0.1% / below) (PLAN A ONLY)	-24	108,994
Maintain to 0.5% increase	120	112,752
0.6 to 1.0% Increase	241	115,884
1.1 to 1.5% Increase	361	119,016
1.6 to 2.0% increase	482	122,148
2.1 to 2.5% increase	602	125,280
2.6 to 3.0% increase	723	128,412
3.1 to 3.5% increase	843	131,544
3.6 to 4.0% increase	964	134,676
4.1 to 4.5% increase	1,084	137,808
4.6 to 5.0% increase	1,205	140,940
5.1 to 5.5% increase	1,325	144,072
5.6 to 6.0% increase	1,446	147,204
6.1%+ Increase	1,470	147,830

51856 0433

Source: https://www.industrydocuments.ucsf.edu/docs/qlhn0000